

RICHARD JAMES

YOUR PERFECT CLIENT LIFECYCLE



# of New Leads	# Appointments Set	# of Shows	# of Hires	# of Paying	# of Referrals



% of Sets to Leads	% of Shows to Sets	% of Hires to Shows	% of Pays to Hires	% of Referrals to Pays
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Total Marketing Cost \$	Total Cost Per Lead \$	Total Cost Per Appt \$	Total Cost Per Show \$	Total Cost Per Client \$
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